

EXECUTIVE SECRETARIAT
ROUTING SLIP

TO:

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	SUSPENSE			Date	

Remarks

TO #14: For your direct response.

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Executive Secretary
15 July 85

Date

3637 (10-81)

Executive Registry

85- 2333



Hudson Research Europe, S.A.
1 bis, avenue de Lowendal
75007 Paris, FRANCE

Dear Mr. Casey:

Reliance on data colored by ideological, national, or political preconceptions can cost your firm tens of millions of dollars. It can destroy an organization, and occasionally cause the death of individuals who believe it.

Dozens of firms lost their entire investment in Iran when the Shah fell, because they had trusted in the widely reported 'strength' and staying power of his government... myths which The Hudson Letter had exposed as early as 1975. Indeed, one firm saved its American and other foreign executives from prison or death only by an extensive cloak-and-dagger operation involving even efforts at rescue by helicopter.

And it isn't only Iran which dramatically confounded the "political experts" and threatened the viability of businesses large and not-so-large. No continent -- Africa, Asia, South America, even Europe -- is immune to the virus of instability.

If you want to keep alive and ahead in today's complex international business community, make sure you're getting the most complete, unbiased coverage possible of all the economic, social, and political trends throughout the world.

Strikes in Britain and crop failures in the Soviet Union; industrialization in Saudi Arabia and unrest in South Africa or Angola; changing wage and unemployment rates in Western Europe, Singapore or Japan -- all vitally affect important segments of the American economy.

Whether your concern is long range planning for your organization, projection of sales or earnings, or opportunities for investment and profit -- corporate or personal -- your "need to know" extends far beyond national boundaries. The "global village" is no longer just an academic concept; it's a reality you face every business day.

How are you to satisfy that need to know? How can you assure yourself of accurate, unbiased analyses of

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developing trends and forces in all the diverse areas which might impinge on your organizational and personal future?

There are just two ways:

You can put a staff of analysts to work poring over reports, documents, and publications issued in every quarter of the globe ... or --

You can subscribe to The Hudson Letter, the only letter which brings you in-depth reports and predictions unaffected by ideological or national bias.

Even the best newspapers and magazines rarely probe deeply beneath the surface of foreign events to identify and forecast potential economic and social problems ... far enough ahead for you to be able to execute profit-protecting, or profit-producing, plans.

Only a skilled, multi-national staff of experts in world economics, politics, and social science, untrammeled by narrow regional or ideological prejudices, can produce the type of basic, immediate and long-range projections and accurate data to meet your need. Such a group under the direction of Hudson Research International in Paris, is responsible for The Hudson Letter.

Hudson Research International was founded as the European division of the renowned "think tank", the Hudson Institute. It has been an independent institution for the past decade, during which it has produced (in addition to The Hudson Letter) literally hundreds of specialized research reports and authoritative seminars for leaders of industry and of many governments, in such fields as:

- The Future of the International Financial System
- International Security and Political Stability
- Defense and the Outlook for East-West Diplomacy
- The Emerging Global Economic Order
- Technological Progress and the Future of Western Industry

That's why the elite subscribers who find The Hudson Letter an essential part of their personal intelligence network include executives of: Comprehensive Financial Corporation, Tel Aviv, Israel; Petroleos Del Mediterraneo, S.A., Madrid, Spain; Algemene Bank Nederland, Amsterdam, Holland; International Wool Secretariat, London, England; General Foods Corporation, White Plains, New York; Laboratories Squibb, Neuilly-Sur-Seine, France; Institute of International Business, Stockholm, Sweden; Dow Chemical

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Europe, Horgen, Switzerland; Carnation International, Los Angeles, California.

Only The Hudson Letter gives you the advance warning you need to exploit underlying economic and social changes, rather than to become their victim.

And that advance warning can be considerable -- a matter of months and sometimes of years -- the difference between forced retreat or confiscation of your interests, perhaps, and planned and profitable withdrawal or early accommodation, resulting in a preferred position for you.

Should you doubt the ability of The Hudson Letter to provide you -- in time -- with the facts on which you can base informed management or investment decisions, consider just one example:

On June 7, 1976, The Hudson Letter warned that third world debt was "becoming a big and explosive problem," giving a thoroughly documented analysis of many concerns, which The Wall Street Journal found important enough for a special section on June 22, 1984, eight years later.

And The Hudson Letter continues to provide guideposts for future planning. Take this case: in a 5-page study in the May 10, 1985, issue, The Hudson Letter analyzed in detail the forces making a realignment of European currencies "increasingly necessary" ... including among those forces "the coming slide of the dollar," which The Hudson Letter predicts "will not be so gentle."

Can you afford to be without this type of informed source?

The Hudson Letter in recent months has presented succinct but multifaceted reports on such subjects as:

Rising Unemployment: "the gaping difference" between job creation in the U.S. and in Western Europe, and why.

East-West trade forecast: Overall stagnation for the rest of the decade, despite recent improvements.

China: From inward-market orientation to emergence as a major world trader.

Brazil: Still a reliable partner to the West, in the face of internal upheaval.

Does growth in the U.S. service sector mask relative industrial decline?

All you need to do to assure yourself of this exclusive information -- sometimes carefully hidden facts, often unreported elsewhere, which will aid you in setting your course to continued corporate and personal success -- is to initial the form below for your risk-free subscription to The Hudson Letter.

Risk-free, because we'll refund your entire subscription fee if you're ever dissatisfied. (We're not risking much in making that offer; no one has taken us up on it in ten years.)

Sincerely,

Mary Stillman
Mary Stillman

P.S. -- Because I believe the information in our May 10 projections on the interrelations of European currencies and of the U.S. dollar is vital, I don't want you to miss it. Send your subscription to me today, while we still have copies, and I'll send you one as a bonus. If you don't agree as to its value, just write "Cancel" on the invoice and owe nothing.

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